

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**CLAIMS**

1. (original) A computer system for designating rules for determining when print orders are to be generated from events occurring on a sales management database comprising:

an input device for receiving user input;

OP a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said sales management database;

a processor for receiving a user input selecting said item and one of said menu of said events;

a storage for storing an event rule relating said selected event and said selected item, wherein, upon occurrence of said selected event, a print order relating to said item is generated.

2. (original) The computer system for designating rules according to claim 1, wherein said second display region includes at least one event chosen from a new contact added to the sales management database and a contact rising to a new status level.

3. (original) The computer system for designating rules according to claim 1, further comprising:

a third display region displaying to where the output of a print order is to be sent.

4. (original) The computer system for designating rules according to claim 1, further comprising:

a third display region displaying when results of said print order are to be sent to a sales contact.

5. (original) The computer system for designating rules according to claim 1, further comprising:

a third display region displaying when results of said print order are to be sent to a salesperson associated with a sales contact.

6. (original) The computer system for designating rules according to claim 1, wherein the items relates to different versions of sales packets.

7. (original) A method of designating event rules comprising the steps of:

providing a first display region allowing selection of items that contains information from a sales management database;

providing a second display region allowing selection of events that may occur in said sales management database;

receiving user designation of one of said items;

receiving user designation of one of said events,

wherein a print order regarding said designated item is generated upon detection of said designated event.

8. (original) The method according to claim 7, wherein said events include a change in said sales management database in at least one of a new contact being added to said database and a contact rising to a new level of contact.

9. (new) A user interface for designating rules for determining when print orders are to be generated comprising:

a first display region displaying an item to be printed;

a second display region displaying a menu of events associated with a database, wherein one of said events is selected by a user and, upon occurrence of the selected event displayed in said second display region, a print order is generated.

10. (new) The user interface according to claim 9, further comprising:

a third display region displaying when an event message related to said print order is to be released.

11. (new) The user interface according to claim 10, wherein said third display region indicates said event message is to be automatically released.

12. (new) The user interface according to claim 10, wherein said third display region indicates that said print order is to be released when the number of events has reached a predetermined number.

13. (new) The user interface according to claim 10, wherein said third display region indicates that said print order is to be released after a period of time.

14. (new) The user interface according to claim 10, wherein said third display region indicates that said print order is to be released after approval from at least another entity.

ab 15. (new) The user interface according to claim 9, further comprising a third display region receiving designation of a minimum inventory number.

16. (new) The user interface according to claim 9, wherein said item is imaged in quantity and further comprising a third display region receiving designation of an amount to increase said quantity.

17. (new) A method for designating rules for generating and handling print orders in response to events in a database comprising the steps of:

- displaying a list of events that may occur in said database;
- receiving a selection of one of said events;
- displaying a list of items that may be imaged in response to at least one of said events;
- receiving a selection of one of said items;
- storing said event selection and said item selection.

18. (new) The method according to claim 17, wherein, upon occurrence of said event in said database, said print order is generated, said print order including an indication that said item is to be imaged.

19. (new) The method according to claim 18, wherein imaging said item includes printing said item onto a physical medium.

20. (new) The method according to claim 18, wherein imaging said item includes generating an electronic version of said item.

21. (new) The method according to claim 17, wherein said item includes at least one of image business cards, image brochures, image sales packets, image product flyers, and image reprints.

22. (new) The method according to claim 18, wherein said print order contains less than all information needed for imaging said item.

23. (new) The method according to claim 18, further comprising the step of:  
processing said print order to include additional information not present in said print order.

24. (new) The method according to claim 17, further comprising the step of:  
transmitting said event across a network of computers including the Internet.

25. (new) The method according to claim 17, wherein said database is a human resources database.

26. (new) The method according to claim 17, wherein said database is an inventory control database.

27. (new) The method according to claim 17, wherein said database is a manufacturing database.

28. (new) The method according to claim 17, wherein said database is a publishing database.

29. (new) The method according to claim 23, wherein said processing of said print order includes extracting said additional information from a second database.

30. (new) A computer-readable medium storing a computer-implemented method for designating rules for generating print orders in response to events in a database, said method comprising the steps of:

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- displaying a list of events that may occur in said database;
  - receiving a selection of one of said events;
  - displaying a list of items that may be imaged in response to at least one of said events;
  - receiving a selection of one of said items;
  - storing said event selection and said item selection.

31. (new) The computer-readable medium storing said method according to claim 30, wherein, upon occurrence of said event in said database, said print order is generated, said print order including an indication that said item is to be imaged.

32. (new) The computer-readable medium storing said method according to claim 31, wherein imaging said item includes printing said item onto a physical medium.

33. (new) The computer-readable medium storing said method according to claim 31, wherein imaging said item includes generating an electronic version of said item.

34. (new) The computer-readable medium storing said method according to claim 30, wherein said actions include at least one of image business cards, image brochures, image sales packets, image product flyers, and image reprints.

35. (new) The computer-readable medium storing said method according to claim 31, wherein said print order contains less than all information needed for imaging said item.

36. (new) The computer-readable medium storing said method according to claim 31, wherein said print order is processed to include additional information not present in said print order.

37. (new) The computer-readable medium storing said method according to claim 36, wherein said event is transmitted across a network of computers including the Internet.

38. (new) The computer-readable medium storing said method according to claim 30, wherein said database is a human resources database.

Ab 39. (new) The computer-readable medium storing said method according to claim 30, wherein said database is an inventory control database.

40. (new) The computer-readable medium storing said method according to claim 30, wherein said database is a manufacturing database.

41. (new) The computer-readable medium storing said method according to claim 30, wherein said database is a publishing database.

42. (new) The computer-readable medium storing said method according to claim 36, wherein said processing of said print order includes extracting said additional information from a second database.

43. (new) A computer system for designating rules for determining when print orders are to be generated comprising:

an input device for receiving user input;

a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with a database;

a processor for receiving a user input selecting said item and one of said menu of said events;

a storage for storing an event rule relating said selected event and said selected item, wherein, upon occurrence of said selected event, a print order relating to said item is generated.

44. (new) The computer system for designating rules according to claim 43, said display further comprising:

a third display region displaying when an event message related to said print order is to be released.

45. (new) The computer system for designating rules according to claim 44, wherein said third display region indicates said event message is to be automatically released.

46. (new) The computer system for designating rules according to claim 44, wherein said third display region indicates that said print order is to be released when the number of events has reached a predetermined number.

47. (new) The computer system for designating rules according to claim 44, wherein said third display region indicates that said print order is to be released after a period of time.

48. (new) The computer system for designating rules according to claim 44, wherein said third display region indicates that said print order is to be released after approval from at least another entity.

49. (new) The computer system for designating rules according to claim 43, further comprising a third display region receiving designation of a minimum inventory number.

50. (new) The computer system for designating rules according to claim 43, wherein said item is imaged in quantity and further comprising a third display region receiving designation of an amount to increase said quantity.

51. (new) The computer system for designating rules according to claim 43, wherein said print order includes an indication that said item is to be imaged.

52. (new) The computer system for designating rules according to claim 51, wherein imaging said item includes printing said item onto a physical medium.

53. (new) The computer system for designating rules according to claim 51, wherein imaging said item includes generating an electronic version of said item.

54. (new) The computer system for designating rules according to claim 51, wherein said processor is part of an expert system.

55. (new) A computer system for designating rules for determining when print orders are to be generated from events occurring on a human resources database comprising:

an input device for receiving user input;

a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said human resources database;

a processor for receiving a user input selecting said item and one of said menu of said events;

a storage for storing an event rule relating said selected event and said selected item,

wherein, upon occurrence of said selected event, a print order relating to said item is generated.

56. (new) The computer system for designating rules according to claim 55, wherein said second display region includes at least one of events chosen from a new employee added, a new employee location, a new employee title, a new employee phone number, a new employee facsimile number, and a new employee email address.

57. (new) The computer system for designating rules according to claim 55, further comprising:

a third display region displaying when an event message related to said print order is to be released.

58. (new) The computer system for designating rules according to claim 57, wherein said third display region indicates said event message is to be automatically released.

59. (new) The computer system for designating rules according to claim 57, wherein said third display region indicates that said print order is to be released when the number of events has reached a predetermined number.

24 60. (new) The computer system for designating rules according to claim 57, wherein said third display region indicates that said print order is to be released after a period of time.

61. (new) The computer system for designating rules according to claim 57, wherein said third display region indicates that said print order is to be released after approval from at least another entity.

62. (new) The computer system for designating rules according to claim 55, wherein said print order includes an indication that said item is to be imaged.

63. (new) The computer system for designating rules according to claim 62, wherein imaging said item includes printing said item onto a physical medium.

64. (new) The computer system for designating rules according to claim 62, wherein imaging said item includes generating an electronic version of said item.

65. (new) The computer system for designating rules according to claim 55, further comprising: a third display region displaying when results of said print order are to be sent to a client.

66. (new) The computer system for designating rules according to claim 65, wherein said third display region indicates that said results are to be sent to the client when said print order has been fulfilled.

67. (new) The computer system for designating rules according to claim 65, wherein said third display region indicates that said results are to be held until a predetermined date prior to sending the completed print order to the client.

68. (new) The computer system for designating rules according to claim 65, wherein said third display region indicates that said results are to be sent to a specific address.

69. (new) The computer system for designating rules according to claim 55, wherein said processor is part of an expert system.

70. (new) A method of designating event rules comprising the steps of:  
providing a first display region allowing selection of items that contains information from a human resources database;  
providing a second display region allowing selection of events that may occur in said human resources database;  
receiving user designation of one of said items;  
receiving user designation of one of said events,

wherein a print order regarding said designated item is generated upon detection of said designated event.

71. (new) The method according to claim 70, wherein said events include a change in said human resources database in at least one of a new employee being added, an employee's location changing, or an employee receiving a new title, phone number, facsimile number, or email.

72. (new) A computer system for designating rules for determining when print orders are to be generated from events occurring on a publishing database comprising:

an input device for receiving user input;

a display having a first display region displaying an item to be printed and a second display region displaying a menu of events associated with said publishing database;

a processor for receiving a user input selecting said item and one of said menu of said events;

a storage for storing an event rule relating said selected event and said selected item,

wherein, upon occurrence of said selected event, a print order relating to said item is generated.

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73. (new) The computer system for designating rules according to claim 72, wherein said second display region includes at least one event chosen from a quantity of orders exceeding a predetermined number and a period between filling orders reaching a predefined period.

74. (new) The computer system for designating rules according to claim 72, further comprising:

a third display region displaying the title of a publication.

75. (new) The computer system for designating rules according to claim 72, wherein the items relate to reprints or covers of publications.

76. (new) The computer system for designating rules according to claim 72, further comprising:

a third display region designating a quantity over the number of orders a current print job should be run.

77. (new) A method of designating event rules comprising the steps of:

providing a first display region allowing selection of items that contains information from a publishing database;

providing a second display region allowing selection of events that may occur in said publishing database;

receiving user designation of one of said items;

receiving user designation of one of said events,

wherein a print order regarding said designated item is generated upon detection of said

designated event.

78. (new) The method according to claim 77, wherein said events include a change in said publishing database in at least one of orders for a reprint of a publication exceeding a predetermined number and an order remaining unfulfilled for a predefined period of time.